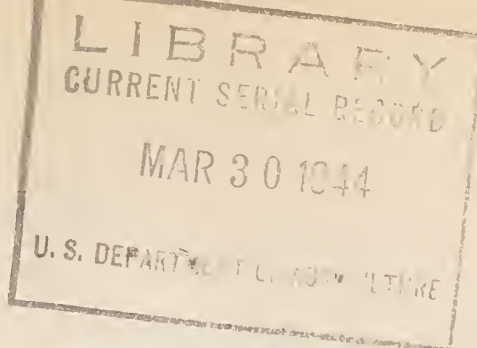


## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



m34  
exp. 5



# Marketing Activities

*Issued Monthly by*

**FOOD  
DISTRIBUTION  
ADMINISTRATION**

**U. S. DEPARTMENT OF AGRICULTURE**



**Vol. 6 No. 6  
June 1943**

## -IN THIS ISSUE-

## WAR MILK

By Maurice D. Atkin. . . . .Page 3

Milk drying plants are working overtime, driving that unneeded 88 percent of the water out of milk. The remaining milk solids are being sent to all parts of the world to do a war job--and there are a whole lot of people who think dried skim milk will do a fine peace job.

## THE CASH REGISTER ALWAYS RINGS TWICE

By Dan Gill. . . . .Page 7

After 10 years of telling consumers how to save money and wear and tear on their nerves, Consumer Time--one of the radio shows--is still going strong. Don't forget to tune in next Saturday; there will be something on the program you shouldn't miss.

## MENHADEN--OUR NEWEST FOOD

By Grant Lyons. . . . .Page 11

Grant Lyons--now in Uncle Sam's armed forces--describes the menhaden as a Cinderella fish. That's not a bad description, either. Most anglers have been inclined to turn up their noses at the lowly menhaden; but as "silver herring," put up in cans, this fish has come into its own.

## LET'S SAVE FOOD TOGETHER

By Elbert O. Umsted. . . . .Page 13

The way it looks now, more than the usual number of housewives will be slaving over pressure cookers this summer. It will be a community enterprise all the way, and one the gals can take pride in. They will be conserving food supplies.

--V--

Marketing Activities is published monthly by  
The Food Distribution Administration  
ROY F. HENDRICKSON, DIRECTOR

Address all inquiries to HARRY W. HENDERSON  
Editor, Marketing Activities  
War Food Administration  
Washington, D. C.



## WAR MILK

. . . . By Maurice D. Atkin

Bossy the Cow can't be shipped with our armed forces to Iceland, North Africa, China, New Zealand, the Solomon Islands, and other parts of the world. There isn't enough shipping space left to haul all the feed she would require even though she could stand the extremes of hot and cold she would encounter. But dried skim milk--which packs a tremendous nutritive wallop in a small space and is nonperishable to boot--is being sent to fighting fronts everywhere. As a matter of fact, this flour-like powder has become one of our leading war foods.

American soldiers sit down every day to meals fortified with dried skim milk. Cooks at sea use dried milk in rations for the sailors. And we mustn't forget the "mechanical cow"--which literally has a constitution of iron--or maybe it's stainless steel. These machines, installed in larger warships as well as Liberty ships, automatically blend sweet butter, skim milk, and water so as to give a whole milk drink. Those who have tried it say that the end product and fresh milk are alike in looks and taste.

Reconstituted Milk

Reconstituted dried milk has become a daily part of British civilian menus, the average British adult almost having forgotten the taste of fresh whole milk. Bread made with dried milk is a "must" in English diets. So important is this food in the over-all strategy of war that, since May 1941, almost 300 million pounds of dried skim milk have been delivered at shipside for export to the United Nations.

You might ask, "Gee, is this wonder-working food something new?" The answer to that one will have to be, "Yes and no." Milk was dried commercially 90 years ago; but the process was slow, required sugar and stabilizers, and did not compare favorably with present-day dried milk. The drying of skim milk, as we know it today, is a relatively new development. Today's white powdered skim milk is made from fresh, sweet, skimmed cows' milk only.

Two principal drying processes are used--the spray process and the roller process. Briefly, the first method consists of spraying fluid skim milk into a current heated air which evaporates the moisture, leaving soft particles of dried milk. The roller process consists of applying a thin film of liquid to a steam-heated metal roller or drum, which, revolving slowly, evaporates the moisture. The dried milk is scraped from the rollers in a sheet by attached knives and milled in a grinder, which reduces the product to powder form.

As the average quart of milk stands before you it contains approximately 88 percent water, from 3.5 to 4 percent butterfat, and

about 8.5 percent milk solids. Separation or skimming of the milk removes the fat and drying removes the water. What is left is our fighting food, the dried milk solids.

The punch in this white powder is found in its component parts. Roughly the composition of these solids is as follows: 51 percent lactose, or milk sugars; 37 percent protein; 8 percent minerals, about equally divided between calcium and phosphorus; about 1 percent butterfat; and about 3 percent moisture. Vitamins, too, are included in these constituents. Riboflavin, thiamin, niacin, pantothenic acid, and pyridoxin are present.

One of the beauties of the product is that it makes more efficient use of a food which is, to a great extent, wasted. Annually millions of pounds of milk are separated on farms. The cream is taken to creameries for manufacture into butter, and the skim milk is either fed to livestock, dumped down drains, or some of both. Today more and more milk is being delivered to creameries as whole milk, separated there, and the skim milk dried.

Part of the reason for the increased emphasis on dried skim milk is found in the U-boat battle and the need for space-saving, high-value foods. Submarine wolf packs have put shipping space at a premium. Yet, Britain needs milk proteins; our armed forces require milk in their rations; and citizens of liberated areas will have to be fed. The more of a needed product that can be carried in a given space, the higher the priority rating accorded that product. One pound of dried skim milk is roughly equal to 12 pounds of fluid skim milk. Dried skim milk, with practically no moisture, holds one of the top billings in the food products cast.

#### Domestic Use

Whether they know it or not, practically every American man, woman, and child is consuming dried skim milk. As yet, we do not generally go to the store and purchase a pound of dried skim milk. We do, however, buy bread, cake, sausage, buttermilk, ice cream, canned soups, and flour mixes containing varying amounts of dried skim milk.

Today dried skim milk is used in some southern areas in much the same way as the British use it. In addition to its use in baking and cooking, it is reconstituted and used as a beverage. One of the favorites is a cultured buttermilk which is readily made from dried skim milk. It is probably only a matter of time before dried milk itself is a household commodity as well as a food ingredient.

After the war, many plants now producing fighting milk will produce milk for peace. Dried skim milk, packaged in one-pound and smaller containers, will become a familiar sight on store shelves. Its low cost and multiplicity of home uses should make it extremely popular.



Easily reconstituted, it can be used in place of bottled milk in cakes, pies, sauces, drinks, candies, and the thousand and one other things in which milk is generally used. Added in powder form to products not necessarily requiring milk, it is valuable in enriching foods.

One of the largest potential post-war uses of dried skim milk will be in commercial baking. Vitamin-enriched flour in bread is accepted today. At present, bakers use up to 4 percent milk solids in their bread. Considering the food value which nutritionists say milk solids add to bread, there is room for an even greater percentage under conditions of unrestricted supplies. Besides adding food value to bread, milk solids increase the size of the loaf and generally tend to improve the physical characteristics of bread. Bread made with enriched flour to which dried skim milk has been added will be a sturdier staff of life than the prewar loaf.

It is not improbable that one of the fighting foods of World War II will become one of the big foods of the post-war period. It may become as familiar to the American consuming public as it is to the British today. Dried skim milk looks like a food with a future.

--V--

#### FOOD EXPENDITURES RISING MORE RAPIDLY THAN RETAIL FOOD PRICES

From 1935-39 to March 1943 the rise in actual expenditures for foods by the average consumer was nearly double the rise in retail food prices. During this period retail food prices advanced by 43 percent, the consumer's "food basket" costing \$113 on the average for 1935-39 and \$162 in March 1943. Actual food expenditures per person, affected by changes in items purchased as well as prices, rose by 84 percent during the same period, reaching an annual rate of \$208 in March 1943.

What significance lies in the excess of the food expenditure increase above the food price increase? This excess reflects, first of all, a considerable advance in the standard of food consumption. With incomes rising faster than food prices, consumers have purchased the larger quantities of foods made available by record farm production, and have purchased increasing proportions of food at eating places. More food costs more money even though prices show no change, and purchases of foods at eating places must include payments for preparation and service--and sometimes for entertainment--in addition to the cost of foods as sold in retail stores.

Reasons for more eating in restaurants include (1) more women working in industry; (2) men working in cities away from their families, and (3) higher incomes. However, developments of this sort mark real advances in standards of living, measured roughly by the excess of food expenditure increase over food price increase.

## COMPRESSED FOODS SAVE CARGO SPACE

Overseas shipments of compressed foods--the ultimate in saving ocean, land, and air cargo space--are increasing and within 6 months should represent a substantial share of total food shipments. Compressing of foods, particularly those which have been dehydrated, is being expedited by the Food Distribution Administration to help meet the increasing pressure on shipping, warehousing, dock facilities, and inland transportation at destination points.

Dehydration removes most of the water from a food, with an enormous saving in shipping and storage space. Compression goes one step further, squeezing the dehydrated food into the smallest space practicable.

High compression is achieved through a food press, with the result that the product is concentrated into block form. This is not being done on a commercial basis yet, but is planned for the immediate future. In its simplest form, compression is accomplished by tamping, vibrating, and compacting a product so that waste space in a container is held to a minimum. Flour, for instance, can be so compacted that up to 20 percent more will go into an ordinary sack.

Among the foods prepared by low compression, dehydrated soup shipped to the Allies during May under Lend-Lease resulted in an estimated saving of 20,000 cubic feet for that one commodity. During the same month, compression of dehydrated eggs resulted in a saving of 33,375 cubic feet. Compressed foods are especially suited to air transportation.

Reconstitution is one of the foremost factors in determining to what degree a particular food can be compressed. It is possible to press food into bricks hard enough, literally, to use for building purposes, but such compression, of course, makes them almost impossible to reconstitute into usable form.

Most foods in processed form are suited to compression, but experiments have shown that cereal products, cheese, and dehydrated foods (vegetables, fruits, milk, and eggs) are most adaptable. Large-scale compression of these and other products for Lend-Lease, Red Cross, and military uses is expected as soon as tests can be completed.

Two plans for compressing food have been developed. One provides for central compressing plants which would receive the product after it had been dehydrated, compress it, and package it. A second method calls for the installation of compression or compacting equipment right in the production line of the original processing plant.

The Food Distribution Administration is working cooperatively with the War Department, the Agricultural Research Administration, Lend-Lease Administration, and other Government agencies on the program.



## THE CASH REGISTER ALWAYS RINGS TWICE

. . . . By Dan Gill

A cash register rings twice.

Voice: This is Consumer Time.

And with no more ado than that, one of the Nation's most popular radio programs for consumers is on the air. Let's stay tuned in to this broadcast that will give us the latest information on the food situation.

Your Consumer Reporter summarizes the food news from Washington, D. C., aided and abetted by an Inquiring Consumer. Then, the program shifts into a discussion of cooking -- or moth control -- or whatever the subject of the broadcast. Today it's greens.

Cy Briggs, of the Food Distribution Administration, tells of a narrow escape he had when his wife cooked some rhubarb leaves for greens. In a flashback scene, Cy and a cast of actors dramatize his true-life experience. Cy points out -- just in time to save his family from eating them -- that rhubarb leaves contain oxalic acid and are poisonous. The stalks are o.k., Cy goes on. They don't contain enough oxalic to hurt anybody. But don't use the leaves. (Sound effects of Cy mopping brow). Rhubarb leaves! Whew!

Then the Inquiring Consumer questions the Reporter on the use of greens that are good. There are dandelions, turnip tops, kale, collards, borage, land cress, and a lot of others you never heard of.

Invitation

The announcer winds up the program with an invitation. "Your copy of the Consumer Tips Card -- to help you recognize and use greens -- is here waiting for you. Just write to Consumer Time -- War Food Administration -- Washington 25, D. C. Tell us you want the tips on greens, and add your own name and address -- with the call letters of the radio station to which you are listening."

That program brought a deluge of inquiries for the tips card on greens. Some of them came from places with such names as Muleshoe, Texas; Joes, Colorado; Bird-In-Hand, Pennsylvania; T. B., Maryland; Cub Run, Kentucky; Rescue, Virginia; and Ten Sleep, Wyoming. But listeners in New York, Boston, Philadelphia, Chicago, Denver, Los Angeles, and Seattle were just as anxious to learn about greens. Evidently, people in all parts of the country were "greens conscious" this spring.

Some of the comments were humorous, such as the one from the

fellow at Valley Stream, Long Island, who wanted the "tips card on wild plants that are good for a wild man to eat." One letter, from a housewife in Lewiston, Montana, was tragic. She backed up the advice against eating rhubarb leaves by telling about her cousin, who made a salad out of the leaves. Three of the cousin's children died that night.

Comments come in following every Consumer Time broadcast. A little girl in Missouri wrote that she won a 25-cent war stamp each week for being the best speller in her class. But after listening to a Consumer Time program urging that food be conserved, she decided against second helpings of pie.

A teacher in a New York vocational school also hearkened to the gospel of saving food. She enrolled her class in a "Ten Percent Food Savings Campaign."

Quite often listeners offer suggestions. Not so long ago one housewife urged that instead of paying money for waste fats, the grocer should give them two red points which could be used for purchasing butter or cooking fat. This suggestion was referred to the Office of Price Administration.

#### Requests Sorted

All requests and comments are saved after the Consumer Tips Cards are mailed and are sorted according to station so that the script writer, program director, and others working on the show can tell what station is "pulling" and giving the most benefit to the public in relation to its size and power. The mail is then sorted by States, to determine what areas like what kind of program.

Consumer Time covers the country like a blanket. A regular framework of about 50 National Broadcasting Company stations is heard each Saturday, with additional ones joining whenever a program of particular interest to their section is offered. Regular standbys include such powerful stations as WAAF, New York; KFI, Los Angeles; WWJ, Detroit; WCFL, Chicago; WBZ, Boston; WSM, Nashville; KOA, Denver; and WSMB, New Orleans. One station, KPO, San Francisco, records the program and re-broadcasts it at 3 a.m. for the benefit of night workers who were sleeping when it was first broadcast.

As radio programs go, Consumer Time is "old." It celebrated its 10th anniversary on June 12--a proof of its long-time helpfulness and popularity.

One secret for the success of Consumer Time is the employment of professional performers for the dramatic parts. Johnny Smith--your Consumer Reporter and Mrs. Evelyn Freyman--the Inquiring Consumer--are "regulars," appearing on every program; and the rest of the cast is made up of experienced radio actors. To bring out certain aspects of



the food situation, experts from the War Food Administration appear on the program from time to time. As the radio people put it, the "show" is "aired" between 12:15 and 12:30 p. m., Eastern War Time.

Recent popular programs include those on the protection of woolens from moths; guarding the home garden from insect pests; wartime fish cookery; vitamins for war workers; how to save food; 65 ways to stretch meat supplies; and making over men's suits into clothes for women and children:

But the problems of consumers are constantly changing, and there will be new programs to help them manage their households.

Will you listen?

--V--

#### ABOUT FACE ON POTATO SHORTAGE

There was a potato shortage not so long ago. But today the War Food Administration is urging consumers to increase their use of the new potatoes that are being shipped in plentiful quantities from southern producing areas.

Scarce during the spring and early summer months because of weather-delayed harvesting, new potatoes now are abundant. Production in the southern areas is running about 35 percent above last year, and although the armed forces are requiring substantial quantities, the supply available for civilians is large.

New crop potatoes are not suitable for long storage, and a large part of this year's crop is particularly perishable because of the recent hot weather. If full advantage is to be taken of the large present supply, the potatoes must move into immediate consumption. If consumer demand does not move them immediately through distributive channels, these early potatoes will go to waste.

Victory gardeners are urged not to harvest their potatoes until they are fully mature, particularly in view of the abundant supply situation.

War Food Administration officials stress that such about-face changes in supply situations probably will continue to develop. It even may be possible, they point out, that potatoes again will be scarce later in the year, although this is not probable in the face of greatly expanded acreage, unless there are severe weather setbacks or labor shortages that cannot be anticipated now. Full utilization of the available food supply so as to prevent waste depends largely on the response of consumers to the changing food situation, they said.

FARM WAGES HIGHER;  
EMPLOYMENT UNDER 1943

Farm employment rose seasonally to 11,659,000 workers on June 1. This compares with 11,917,000 workers on June 1, 1942, and the 1937-41 average of 12,204,000 workers employed in June.

Employment of members of farm families remained almost the same as in June 1942; therefore practically all of the decrease from last year in total employment came from a decline of about 6 percent in numbers of hired workers. It is estimated that there were 2,697,000 hired farm workers on June 1 this year, compared with 2,880,000 for the same date last season and 2,975,000 hired farm workers on June 1 this year.

On June 1, farm wage rates per month, without board, averaged \$71.84 for the country as a whole--the highest wage level of record. On June 1, 1942, wage rates without board averaged \$53.20. Highest wage rates, as usual, were paid in California--wage rates per month without board averaging \$148.00. Lowest wage rates--\$36.75--were paid in Mississippi.

Farm operators were working an average of 12.8 hours per day on June 1 this year, or about three-fourths of an hour longer than on the first of June 3 years ago.

--V--

TRADING IN CORN FUTURES  
DISCONTINUED ON EXCHANGES

Following the requisition of corn stocks in the principal terminal market elevators on June 25, all trading in corn futures was discontinued by the various grain exchanges, at the request of the War Food Administration. The futures markets affected were the Chicago Board of Trade, Chicago Open Board of Trade, Kansas City Board of Trade, and the Minneapolis Chamber of Commerce.

With the continuous heavy demand for corn, plus the recent Government requisition, virtually no free supply remained in commercial channels for the settlement of futures contracts. Consequently, all open contracts were ordered settled by the exchanges following the cessation of trading. The contracts are being settled at prevailing ceiling prices for the cash commodity--at Chicago, \$1.07 for July and September futures, \$1.01 for December.

Since both cash and futures prices of corn have been at ceiling levels for some time, little price risk has been incurred in the handling of cash corn, as would normally be the case. Consequently, trading has declined sharply in recent months and the usefulness of the corn futures markets for price insurance purposes diminished to such an extent that there was little reason for keeping the markets open.



## MENHADEN--OUR NEWEST FOOD

. . . . By Grant Lyons

This is one about the fish that won't get away. It's the story of a quarter-billion pounds of fish annually that, safely netted, will help feed the United Nations. It's also the story of how Government and industry collaborated in a venture that may shoot the modest menhaden, a fish till now not even considered edible, into third place in the U. S. canned fish pack.

As a human food -- well, till recently most people who had ever heard of the fish sniffed at the idea. "Isn't it awfully oily?" they said. "And all those little bones -- they'd strangle you." Also there was a certain reluctance to use as human food a fish theretofore used in paint manufacture, in tanning, in metal-working, in chicken feed.

Early Failures

Besides, there was that record of early failures to can the fish acceptably. Perhaps the preparation method had something to do with it, since the entire length of the fish body, including the head and tail, was used. The fish were scaled, cleaned, salted in a keg, steamed, packed in cans, and recooked. Canning attempts were made as early as 1874 and again during World War 1, but neither time did much of the product get eaten.

Within the past year, though, Government and industry representatives in their search for compact, high-protein foods have got together on canned menhaden. Developed as a result of experiments by the Government and the East coast fish canning industry, canned menhaden has passed tests by food experts of our Government and of the British Food Mission. It is now in production for the British -- "silver herring" is the name -- and as production increases, the food should be a mighty help in the rehabilitation of European countries now under the Axis' heel.

A member of the herring family, the menhaden is a broad, large-headed fish with bluish silvery scales, and is from 12 to 16 inches long. It is by far the most abundant fish on the Atlantic coast, where in enormous schools it ranges from Florida to Massachusetts in its migrations north and back south during the months of April to December. There is a possibility that we shall can a million cases of it a year, or 50 million pounds. Such a production would place it next after salmon and sardines in our canned fish pack.

Menhaden fishing has been important since Colonial days. It was a couple of menhadens that the Indians taught the Pilgrim Fathers to drop in each corn hill, remember? Today steam- and Diesel-powered fishing vessels, carrying smaller powerboats to handle the purse seines which take the fish, transport their catch to shore plants for reduction

into crude oil and other products.

Menhaden has until now never been used for edible purposes, mainly because it has so many little bones. The method now used -- much the same as has been used for years on canned salmon -- is to cook the bones until they can be eaten. The fish is pre-cooked and the resultant liquor and oils are poured from the can. This liquor is replaced with tomato juice and the fish is again cooked, at 250 degrees F., until the bones are as crunchily edible as those in canned salmon.

Fact is, the product's flavor resembles salmon's. And nutrition tests, besides rating the protein content high, show a vitamin A content of 250 to 300 units per gram. This places it on about the same nutrition level, scientists say, as California sardines.

Maybe menhaden is a new name to you. In the Chesapeake Bay area the fish are known as "alewives," sometimes called "aylwys." They also go by the names "bunker," "mossbunder," "bonyfish," and "fatback." But whatever the name, you are going to hear more about them. Because there are millions and millions of them out there now -- just waiting to be netted and canned for you and your friends around the earth.

--V--

#### USE OF TUNG OIL IN SHIP PAINT FORBIDDEN

With the supply of imported tung oil growing shorter, the War Food Administration has announced that use of this oil as a base for cargo ship paints will not be permitted after July 1. This further restriction on the use of tung oil applies to two varnishes generally used by the Maritime Commission as a base for ship paints. No tung oil will be used in the specifications TT V 121 A and 52 MC-7.

The rapid-drying tung oil base paints will be limited to finishing vital war equipment that comes from swiftly moving assembly lines and for finishes that require other qualities that can be obtained only from this oil.

Treated linseed oil will be used as a substitute. Use of this slower drying oil for ships will mean more tung oil for use when a rapid-drying paint is an important factor in getting the production job done. It is a case of fitting the product to the job to be done.

Tung oil is regarded as one of the finest of all oils in the manufacture of paints. Imports from China were halted with the closing of the Burma Road, however, and since that time--more than a year ago--the Nation's supply has been diminishing. About 6 million pounds are produced annually in the United States along the Gulf Coast, but that is only about one twenty-fifth of U. S. normal consumption.



## LET'S SAVE FOOD TOGETHER

. . . . By Elbert O. Umsted

You're a housewife who wishes to buy 7 bushels of snap beans today and serve them to your family next January. Or you're a farm woman whose husband's bumper crop of okra has turned out larger than he can conveniently sell in town. Or maybe you're a newlywed, unable to get a steam-pressure cooker ... and you wouldn't know how to use one if you could get it. Or maybe you're a city clubwoman hunting war work for your group, and, having heard vaguely about the Government's new food preservation program, you wonder how it works and where you can get some answers.

Search no further. You've come to the right place.

Community food preservation -- housewives getting together in a neighborly way to preserve an oversupply against a coming need -- is as old as America. In recent decades these housewives have received help from Federal, State, and local agencies. Local schools had teachers of home economics and vocational agriculture; and the Extension Service, with its home demonstration agents, agricultural agents, and press and radio information, did their part in spreading the word to women's groups about safe methods of preserving food. In the last half-dozen years the Farm Security Administration has supplied on-the-job know-how about canning in countless communities.

New Program

This year a new chapter in the community food preservation story begins. To prevent food waste safely is still the idea, but now there's a new, wartime accent. It comes from realizing that we can't win the war without food -- lots of food -- and that preventing food from spoiling and going to waste is as important as producing food. To spearhead the community food preservation idea the War Food Administration has launched the new program.

The program has two main aims. The first is to aid community food preservation centers to obtain equipment now sold under restrictions. The second is to act as a coordinating agency and a clearing house for information on community food preservation and on the operation of community preservation centers.

WFA has now taken over most of the heavy canning equipment which has in recent years been used in the canning program of the Work Project Administration. This consists of retorts (large pressure cookers) and stands, exhaust boxes, hoists, heating units, and hand- and motor-driven tin can sealers. This equipment will generally be left in the communities where it is now located, provided these communities can use it effectively, and unless your center has already been using such

equipment the chances are that you won't be able to get any of it now.

Suppose, though, that your center wishes to buy new equipment. You would write to the State Supervisor of the Food Distribution Administration, who can tell you what equipment is available and how much it costs. He can also supply you with forms for making your application.

Since there won't be enough equipment to satisfy the demand, you will have to make out a strong case in your letter. The State Supervisor will need to know what kinds and quantities of commodities will be available to your center this season; how many quarts the center canned last year, what equipment you already have; and how many people will benefit from the activity this year. Set down the details of how you finance your center, and something about the experience of your manager.

You will also want to give a description of your building, facts about labor supply conditions and local regulations of zoning, health, and food handling. Finally you will need to have your letter approved in writing by the county home demonstration agent or, if there isn't one, by the county agricultural agent.

Perhaps you don't know much about canning. It's clear enough to you why the national food supply should be preserved, but why all this fancy equipment? You never did understand about pressure cookers anyway, and what's wrong with that canning in boiling water you did on the asparagus 3 years ago?

Here's the low-down on pressure cookers. Acid foods which you can process safely by your water-bath method (at or near 212° F.) include fruits, tomatoes, pickled beets, ripe pimientos, and rhubarb. And that's all! Nonacid foods include corn, peas, greens, beans, okra, carrots, beets if not pickled, yes, the asparagus you mentioned -- in fact, all vegetables not included in the foregoing sentence. Meats and fowl also are nonacid foods.

#### Nonacid Foods

And nonacid foods must be processed in steam-pressure cookers.

The reason is that when water boils in the open, it gets no hotter than about 212° F. But to be on the safe side you must heat your canned goods to 240° and in some cases to 250°. To reach such high temperatures you must transform the water into steam, under pressure in a sealed container. And it takes just that much heat to insure the destruction of certain organisms which are apt to be in your cans.

One of these organisms, the spore-producing botulinus bacterium, may under the favorable conditions it finds in canned vegetables come out of a dormant stage and produce a deadly poison. The illness caused



by eating even a taste of food contaminated with this poison is known as botulism, and just because you once ate some cold water canned asparagus and didn't die within minutes doesn't mean that you will ever have the luck to repeat the performance.

"Whoa, now," you cut in. "You talk as if these canning centers are going concerns at every crossroads in the country. Well, we haven't one in our community, and though a lot of us would like to get together and preserve food to help ourselves and our country, we just don't know how to get going. If you're supposed to be giving out information, how about a little on that subject?"

All right. Coming up:

First you need a sponsor, a responsible group to take charge. Parent teacher associations, church clubs, Legion posts, service clubs, women's clubs, in fact any nonprofit group is suitable. Let some of the members visit successful centers in your State and come back and report what they've seen.

At this point one good way to proceed is to set up an advisory board. It might include a business man or woman; a woman trained in nutrition; an agriculturalist -- say a vocational agriculture teacher or a farmer; a civic leader, newspaperman, or clubwoman with experience in public speaking and publicity; an engineer or a practical mechanic; a parent teacher association representative; a youth leader who can supervise such work as the Boy and Girl Scouts and 4-H Club members may do in the enterprise.

This board would consider what quantities of what commodities will be available. Possibly you will want neighboring farmers and your Victory gardeners to sign up part of their crop. The board will decide also whether collection routes are necessary, and whether the center should produce child-feeding and school-lunch food.

### Organization Details

The board should consider the different ways in which different citizens could use the center: some by giving a part of their raw commodities in return for the use of equipment and supervision, and some by giving their time in return for food and money. It should also consider the employment of an experienced man or woman as manager. These details, understand, are a part of the local organization job; WFA will be satisfied so long as you make the best possible use of the facilities it provides.

The advisory board also should consider a work place. Community centers now in operation range all the way from screened porches to former commercial canning plants that have been taken over by the community. They include church and community kitchens and home economics

laboratories, converted store buildings, laundries, creameries. Starting small and growing large is a good old American way of doing things.

Canning equipment in community centers is larger than home-canning equipment, and it requires different techniques. It can't be operated by the inexperienced. Fortunately, however, there are nowadays many people who understand its use. To supplement this existing supply of teachers, the new WFA organization is now conducting 3-day on-the-job workshop conferences with other agencies, State and Federal, in many sections of the country. People who attend these conferences will in turn supervise the food preservation work in the centers.

Don't forget that you can get further specific information about these centers as you need it. If your local county and home demonstration agents can't answer your questions -- though goodness knows these versatile, practical people can answer just about anything -- then write to the War Food Administration.

How long will WFA food preservation activity last? Well, anyway as long as the war, and probably a good deal longer. Because it's a cinch that the need for every bit of food we can get and preserve will outlast the war. And it's also a cinch that food, which was once taken for granted, is taken for granted no longer, and you may be sure your Government for a long time to come will overlook no means of producing food or preserving it from waste.

--V--

#### FARMER'S SHARE OF RETAIL FOOD DOLLAR NEAR RECORD HIGH LEVEL

The farmer's share of the consumer's dollar spent for a group of specified foods is near the record high levels of World War I, having reached 57 cents in February and March, but dropping to 56 cents in April 1943. This rise in the farmer's share has been associated with the advance in food prices at retail and farm levels and has been favored by stability in the marketing charges of middlemen, which have not risen in line with prices.

Increases in food prices paid by consumers at retail are usually associated with increases in prices paid to farmers who produce those foods. Price increases ordinarily are brought about by rising levels of consumer demand, as a result of increased income or by a reduction in supply of the foods available for consumption. In most cases price behavior at levels of marketing below the retail is motivated by anticipation of what the consumer can and will pay for available supplies. Prices paid to farm workers also depend upon the total charges per unit paid for the marketing services to transfer food products from producers to consumers. These charges constitute the "spread" between the retail price and equivalent farm value.



-PERTAINING TO MARKETING-

The following reports and publications, issued recently, may be obtained upon request from:

The Food Distribution Administration:

The Wartime Dairy Program. Address by T. G. Stitts, June 10, 1943

Food Has Gone to War. Address by R. F. Hendrickson, June 18, 1943

Feeding the War Worker. Address by Hon. Eugene Casey, May 4, 1943

Statement by Lt. Col. Jay L. Taylor before the meeting of the War Meat Board, June 8, 1943

List of Dehydration Plants. June 1943

Summary of Federal and State Laws Concerning the Marketing of Fresh Fruits and Vegetables. May 1943

Report of Progress in Wool Shrinkage Research During 1942

Effects of Varying the Percentage of Comber Waste on the Quality of Cotton Yarn. May 1943

Tentative U. S. Standards for Grades of Dried Skim Milk and Dried Whole Milk. (Effective May 14, 1943.)

Summaries of the 1942 Season--

Marketing Western N. Y. Celery

Marketing Western N. Y. Pears

Marketing Western and Central N. Y. Tomatoes

Marketing Western N. Y. Peaches

Summaries of the 1942-43 Season--

Marketing Western and Central N. Y. Carrots

Marketing Western and Central N. Y. Onions

Marketing Western N. Y. Potatoes

The Bureau of Agricultural Economics:

Minimum Prices Currently Supported by the Department of Agriculture and Related Information. June 1943

Maximum Prices of Agricultural Commodities and Their Products. April 1943

Feed Statistics (Supplement to 1943 Issues of The Feed Situation). June 1943

